

THEY DREW WHAT THEY WANTED DEPT.

We at MAD feel that the designs of today's Christmas toys reflect our warped adult sense of values. We at MAD also feel that the success of today's Christmas toys exposes our basic insecurity as parents trying to buy the love of our children with material things. But mainly, we at MAD feel too cheap to spend that money on our kids! So here is our idea: Instead of nuclear physicists designing complicated costly toys, why not let kids design them? Children's drawings show simple, beautiful, joyous viewpoints that no grown-up can hope to capture. Here, then, is what we would be seeing . . .

IF KIDS THEIR O

STORY AND MODELS BY AL JAFFEE



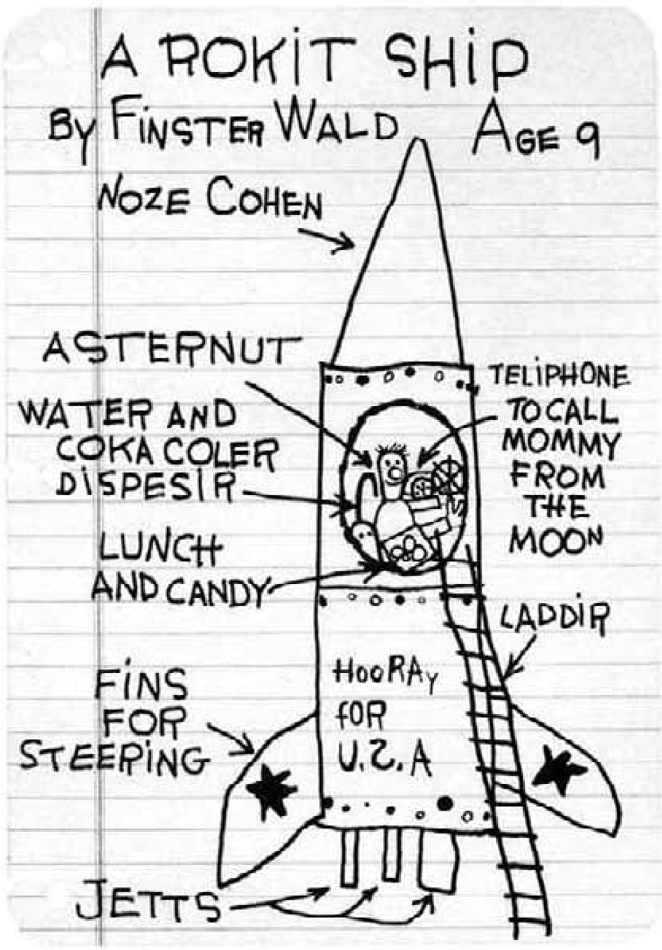


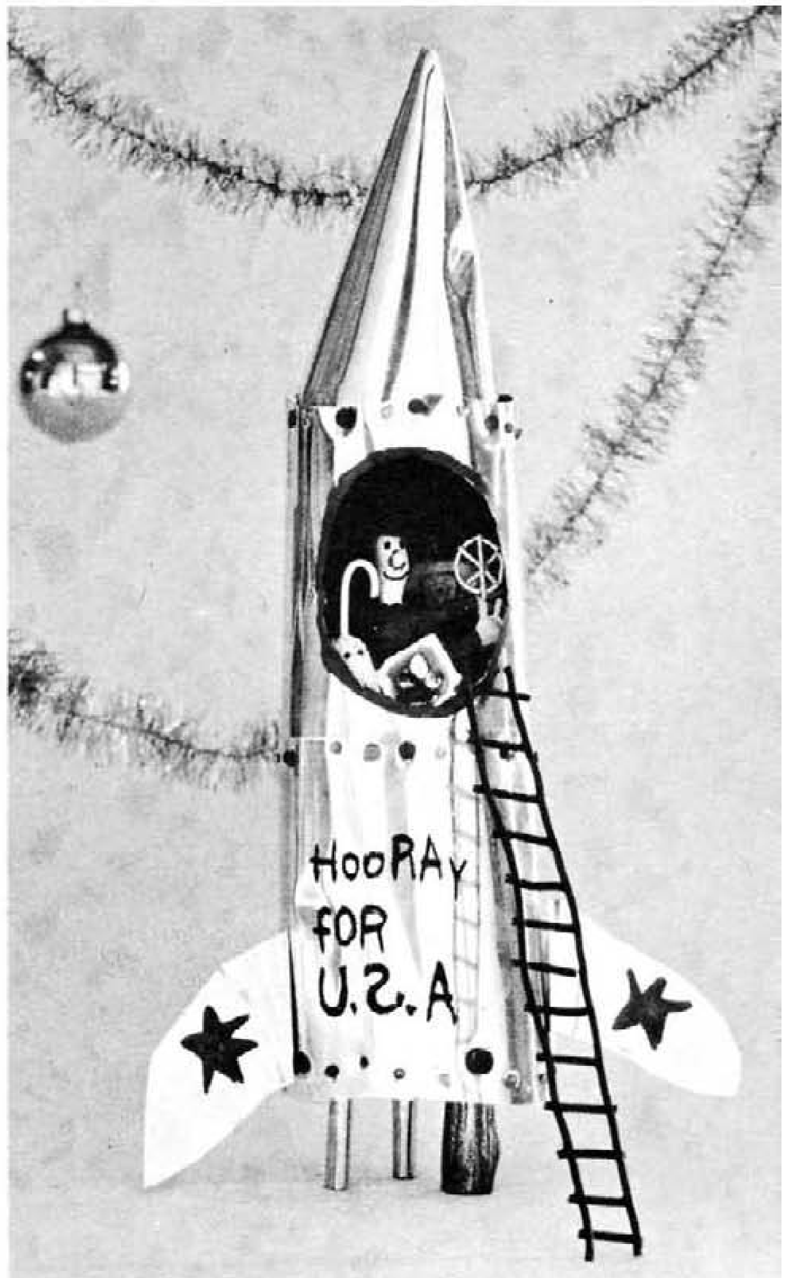
Dolls have become so complicated and realistic today, they're almost human. But little girls don't want human dolls. If you don't believe it, watch how little girls torture baby brothers or sisters. We interrupted little Karen Shmutz while she was sticking her finger down her baby brother's throat, and asked her to design this doll.



DESIGNED TOYS
WN XMAS

PHOTOS BY LESTER KRAUSS



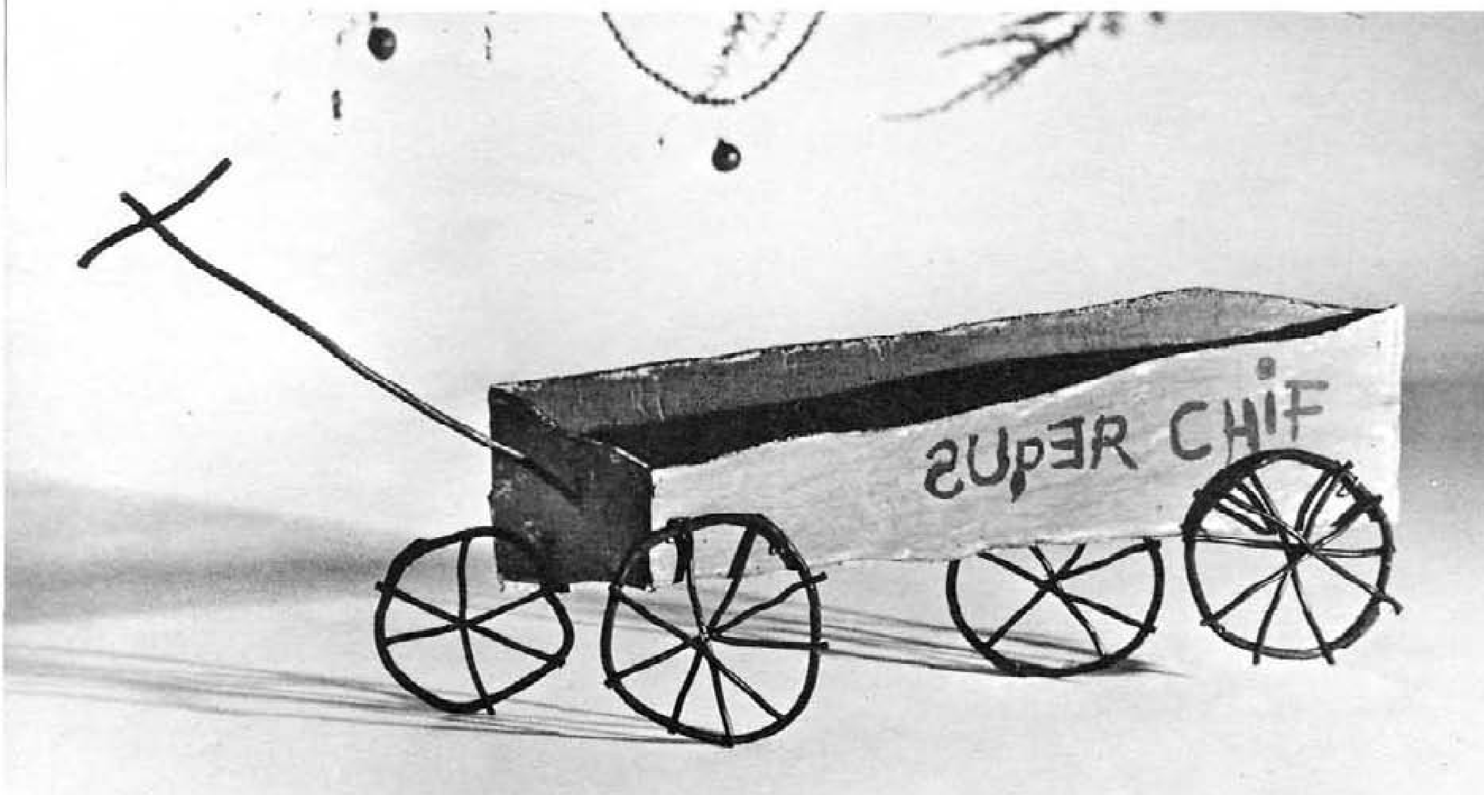


Nine year old Finster Wald's design for a rocket ship seems far more interesting to us than the realistic ones turned out by areo-space scientists working for toy companies. And it probably works as well as the ones these guys designed for the U.S. space effort before they left to go to work for the toy companies.



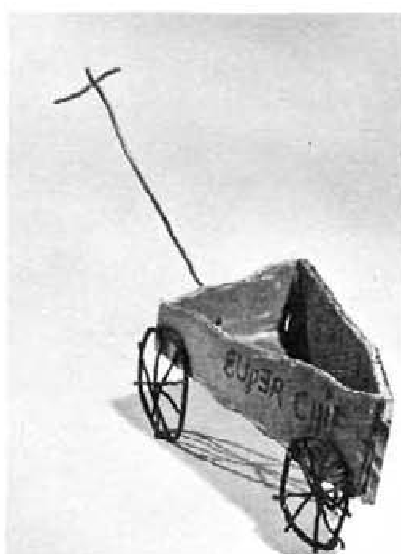


Notice the brilliant new concepts that 7-and-one-half year old Sheldon Shnook's wagon introduces to the toymaker's art . . . brilliant new concepts like crooked sides . . . wheels that won't turn . . . and perspectives that haven't even been discovered yet! But Sheldon's wagon has one thing that no one can take away from it: its inner beauty . . . namely, its low price!

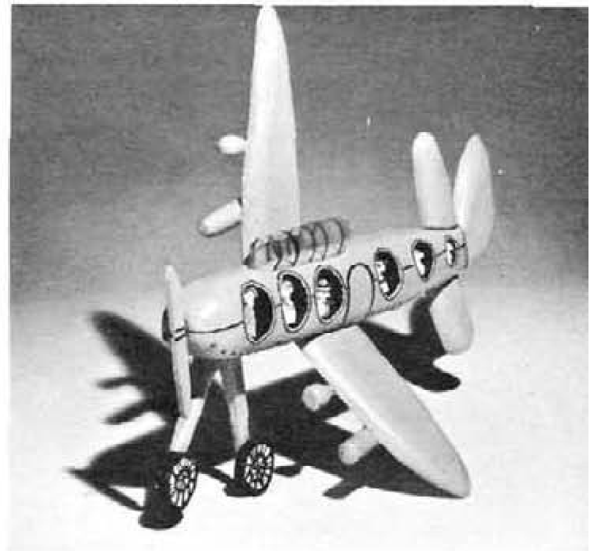


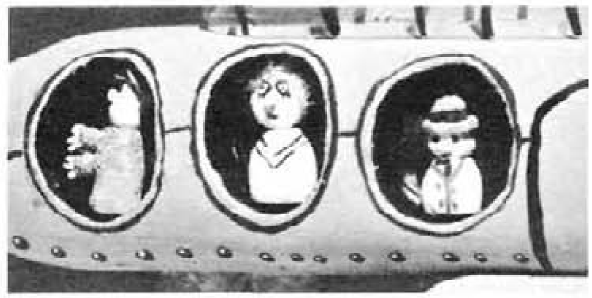












Charlie misses nothing when he sees a jet airplane. Of course, he misses plenty when he draws one . . . but we think it's grand anyway. His attention to detail is enchanting. It's also a bit cockeyed, but that's okay because we're hoping some forward-looking toy company will manufacture Charlie's plane and he'll make enough money on royalties to afford the glasses he needs.

